

Message Text

UNCLASSIFIED

PAGE 01 MEXICO 03926 081713Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----019093 090044Z /66

R 081542Z MAR 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 8804
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH

UNCLAS MEXICO 03926

FOR WELCH BED/OIM

E.O.11652:N/A
TAGS: BEXP,MX
SUBJECT: END OF SHOW REPORT: HEAVY CONSTRUCTION & MINING
EQUIPMENT EXHIBITION, NATIONAL AUDITORIUM, MEXICO CITY
(U.S. TRADE CENTER OFFSITE), FEBRUARY 21-24, 1978
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1. NAME OF EVENT: HEAVY CONSTRUCTION & MINING EQUIPMENT EXHIBITION.
2. PLACE & DATES: NATIONAL AUDITORIUM, MEXICO CITY (USTC OFFSITE) FEB. 21-24, 1978
3. PARTICIPANTS: 45 (NTM-28, OTM-17)
- 3A. EXHIBITORS: 66 (NTM-32, OTM-34)

4. FLOOR SALES AT EXH., INCLUDING DOLLAR VALUE OF MERCHANDISE TURNED OVER TO AGENTS & DISTRIBUTORS: \$1,531,681 (NTM-\$308,031, OTM-\$1,223,650)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS RESULT OF THIS EXH.: \$40,374,500 (NTM-\$15,406,000, OTM-\$24,868,500)

6. COMPANIES SEEKING REPS.: 7

7. REPS. SIGNED: 2

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 11

8A. LEADS: 75

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 2

10. JOINT VENTURES OR LICENSEES SIGNED: NONE

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: ONE

10B. LEADS: 3

11. SALES LEADS: 2,062 (NTM-1,154, OTM-908)

12. REGISTERED ATTENDANCE: 2,321 (2,646 DOOR COUNT)

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 58 (NTM-27, OTM-31)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 8 (NTM-5, OTM-3)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES: NONE

13. COMMENTS: TO FOLLOW.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Film Number: D780105-0370
Format: TEL
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780393/aaaadavm.tel
Line Count: 86
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2bc697cb-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3405705
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW REPORT: HEAVY CONSTRUCTION & MINING EQUIPMENT EXHIBITION, NATIONAL AUDITORIUM, MEXICO CITY (U.S. TRADE CENTER OFFSITE), FEBRUARY 21-24, 1978
TAGS: BEXP, MX
To: COM
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Review Markings:
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